

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

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1-12 cancelled

13. (currently amended) A method for inserting advertising content in broadcast programming, comprising the steps of:

gathering at a viewer device data identifying characteristics of a viewer that is confined to the viewer device;

receiving at the viewer device advertising content;

identifying at the viewer device advertising content corresponding to the confined characteristics of the viewer;

receiving at the viewer device broadcast content;

inserting at the viewer device into the broadcast content advertising content corresponding to the confined characteristics of the viewer.

14. (original) The method of claim 13, wherein said step of gathering at a viewer device data identifying characteristics of a viewer comprises gathering data regarding at least one of the following: age; address; marital status; income; interests; hobbies; purchasing habits; location; and television viewing habits.

15. (original) A method as in claim 13, wherein the step of gathering at a viewer device data identifying characteristics of a viewer comprises the steps of:

identifying a plurality of categories into which broadcast programming may be grouped; and

recording the frequency and duration with which the viewer is tuned to broadcast programming in each of said plurality of categories.

16. (original) The method of claim 13, wherein the step of identifying at the viewer device advertising content corresponding to the characteristics of the viewer comprises matching data identifying the target audience for advertising content to the characteristics of the viewer.

17. (original) A method as in claim 13, wherein said step of receiving at the viewer device broadcast content comprises receiving broadcast content from one of a direct to home satellite distribution network and a cable television network.

18. (original) A method as in claim 13, wherein said step of receiving at the viewer device advertising content comprises receiving at the viewer device advertising content from a digital subscriber line (DSL) broadband network.

19. (original) A method as in claim 13, further comprising the step of storing at the viewer device advertising content for insertion into broadcast content at a later time.

20. (currently amended) A method as in claim 13, wherein said step of receiving at the viewer device advertising content is performed simultaneously with said step of inserting at the viewer device into the broadcast content advertising content corresponding to the confined characteristics of a viewer.

21. (original) A method as in claim 13, further comprising detecting at the viewer device cue tones in the broadcast content identifying locations where advertising content may be inserted.

22. (original) A computer readable medium having stored thereon computer executable instructions for performing the method as recited in claim 13.

23. (currently amended) A method as in claim 13, further comprising displaying at the viewer device broadcast content with advertising content matching the confined characteristics of the viewer inserted therein.

24. (currently amended) A method as in claim 23, further comprising gathering at the viewer device data identifying whether advertising content matching the confined characteristics of the viewer has been displayed by the viewer device.

25-41 cancelled